

Building the **Anaplan- Led Data, Planning and GenAI** Backbone for a Global Alcoholic Beverage GCC



Client Overview

The client is a **global alcoholic beverage enterprise** with a GCC driving data, planning, platform, and consumer intelligence across Supply, Commercial, Finance, and Consumer functions.

Over **five years**, the engagement with **Polestar Analytics** has grown from a single Anaplan partnership into an embedded multi-function data backbone, supported by **80+ deep technical experts across 30+ geographies**.

The partnership is anchored across four strategic pillars: Data Engineering & Platform, Enterprise Planning, Consumer Intelligence, and Data Lakehouse, spanning planning modernisation, DataOps, platform security, and GenAI-led insight delivery through MIA.



The Engagement

From a single Anaplan partnership in 2021 to an embedded multi-function data backbone team

Automate HR Data Flow



Zero-trust cloud architecture, centralized metadata governance, and Databricks serverless migration.

Data Lakehouse



Unified Databricks Mesh replacing fragmented hub-and-spoke architectures with governed, AI-ready data.

Enterprise Planning



Anaplan-powered forecasting, A&P planning, cash visibility, and pricing automation across 30+ countries.

Consumer Intelligence



DataOps at global scale, powering reporting and MIA — Client's Marketing Intelligence Agent.



How the partnership is structured

- Strong relationship with the Client Competency heads (Platform, Data Engineering, Anaplan, DataOps)
- Embedded delivery teams sit inside live value streams — Supply Chain, Customer, Corporate — alongside client and other vendor staff
- Transitioned from general team augmentation to ownership of the development backbone — Client's core Anaplan modeling group now consists predominantly of Polestar Analytics Model Builders



Pillar 1

Data Engineering, Architecture & Platform

The client needed its enterprise data platform to be both fast and uncompromisingly secure — without slowing day-to-day delivery for global teams.



Platform Security(Azure Cloud Infrastructure)

Transformed the enterprise data platform to a secure-by-design architecture — private connectivity, zero public exposure across Databricks and core data services, eliminating cybersecurity risk and establishing a reusable standard for future deployments.



Databricks Serverless Migration

Migrated all Databricks workloads in the Supply domain from all-purpose to serverless clusters. Outcome: 40-60% reduction in job execution time, 70-90% improvement in CPU utilization with significant compute cost reduction, and faster data availability to business-facing dashboards.



Metadata & Governance

Delivered a unified metadata maintenance and governance workflow application — creating a single source of truth across business domains, with 70% reduction in artifact creation effort, end-to-end requirement traceability, and full audit compliance on Data Governance.

0

critical/high security vulnerabilities open

70-90%

CPU utilization improvement on migrated workloads

70%

reduction in design artifact creation effort



Pillar 2

Data Lakehouse: Harmonized Data Hub (DDH)

Enabled by the zero-trust platform foundation in Pillar 01 — applied here to unify what the data on that platform means.



Decentralized, drifting data

Localized, disjointed hub-and-spoke architectures caused metadata inconsistencies, data translation losses, and hidden costs that restricted AI-readiness.



Unity Catalog mesh

Built robust ingestion, automated quality, and low-code testing frameworks, enforcing rigorous data observability and lakehouse auditing via Databricks Unity Catalog.



Governed, AI-ready data

Eliminated data pipeline drift, unified functional visibility for global supply chains, and established change management to govern enterprise compliance.

98%

reconciliation drop

40+

man-months saved

\$200K

direct cost saving



Pillar 3

Enterprise Planning

The Client's FP&A and commercial finance teams ran forecasting and planning in disconnected, mostly manual tools. Polestar Analytics Anaplan practice has been embedded for almost five years, since the relationship began.



OnePlan: one model, 30+ countries

A single, country-customizable monthly forecasting engine spanning APAC, Europe, Africa, LATAM, and North America — consolidating actualized and forecasted P&Ls in real time.



Collaborative Planning Matrix

Dismantled offline tracking silos by integrating Finance, Commercial Finance, and Supply units across granular models for cash forecasting, commercial, and segment planning.



Consulting-led talent delivery

Transitioned from general team augmentation to ownership of the development backbone — Client's core modeling group now consists predominantly of Polestar Analytics Model Builders.

30+

countries on a single forecasting model

200GB

active workspace reduction sprint

\$65K

Per annum saved in hosting costs via model optimization



Pillar 4

DataOps & Consumer Intelligence

The Client's FP&A and commercial finance teams ran forecasting and planning in disconnected, mostly manual tools. Polestar Analytics Anaplan practice has been embedded for almost five years, since the relationship began.



Global ingestion & harmonization at scale

End-to-end DES operations ingest EPOS, stock-in-trade, depletion, and category data across global markets, with standardized product and outlet harmonization feeding consistent commercial reporting.



MIA — Marketing Intelligence Agent

A unified conversational AI interface replacing manual dashboard navigation. Polestar Analytics owns Business Discovery (requirement gathering, calculation logic), Chat-to-Insight (natural-language Q&A across Retail Sales, Volume, Brand Strength, Penetration), and Contextual Intelligence that connects disparate sources into value-add insight.



DES360 & unified reporting

A digital transformation platform standardizing workflows across business functions, underpinning client's broader commercial reporting portfolio.

3,000+

DES ingestions / year

1M+

retail records
harmonized

60,000+

outlet harmonizations
completed



Beyond Delivery: A Trusted Strategic Voice

Polestar Analytics does not operate as an augmented staffing vendor. We run as an integrated modernization engine that optimizes workspaces, automates data delivery for tools like MIA, and manages platform risk at global scale.

Engagement begins
through Anaplan

Sep 2021

Platform security &
metadata governance

2025

2022-24

Expansion into Data
Engineering &
DataOps

2026

Serverless
migration,
AI-driven insights



About Polestar Analytics

Polestar Analytics is a leader in Data, Analytics, AI, and Enterprise Planning helping organizations to unlock intelligent outcomes through our proprietary products like 1Platform, accelerators, and services. Our expertise spans data engineering, data science, agentic and generative AI, and advanced planning for CPG/Retail, Pharmaceuticals, Manufacturing, IT/ITeS, and Financial Services.

Reach out to us today!